This listing of claims will replace all prior versions,
and listings, of claims in the application:

1 Claim 1 (previously presented): A computer-implemented method
2 comprising:
3   a) encoding one or more ad properties of an ad and
4   including the one or more encoded ad properties in a click
5   URL, wherein the one or more encoded ad properties include
6   at least one of (1) information indicating how the ad was
7   served, (2) information indicating advertiser charges, and
8   (3) information indicating how the ad was selected as a
9   candidate for serving;
10   b) serving the ad together with the click URL;
11   c) in response to a user selection of the ad,
12   i) decoding the one or more encoded ad properties at
13   an intermediate URL server, and
14   ii) forwarding a content rendering facility of the
15   user to an ad landing page.

1 Claim 2 (previously presented): The computer-implemented method
2 of claim 1 wherein the one or more ad properties include ad
3 serving parameters.

1 Claim 3 (previously presented): The computer-implemented method
2 of claim 1 wherein the one or more encoded ad properties include
3 information indicating how the ad was served, and wherein the
4 information indicating how the ad was served includes one or
5 more of: a time the ad was served; a time the ad was rendered; a
6 rendering attribute of the ad; a position of the ad within a Web
7 page; information about other ads that were rendered along with
8 the ad; and a geolocation to which the ad was served.

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1   Claim 4 (previously presented): The computer-implemented method
2   of claim 1 wherein the act of encoding one or more ad properties
3   represents the encoded one or more ad properties with characters
4   from a set of K characters, where K is no more than 72.

1   Claim 5 (previously presented): The computer-implemented method
2   of claim 4 wherein K is 64.

1   Claim 6 (previously presented): The computer-implemented method
2   of claim 4 wherein K is 32.

1   Claim 7 (previously presented): The computer-implemented method
2   of claim 4 wherein K is 16.

1   Claim 8 (previously presented): The computer-implemented method
2   of claim 1 wherein the encoded one or more ad properties are
3   represented with a set of K characters, and wherein the set of K
4   characters excludes one or more characters selected from a set
5   of characters consisting of "control" "space" "<" ">" and "%".

1   Claim 9 (previously presented): The computer-implemented method
2   of claim 1 wherein the encoded one or more ad properties are
3   represented with a set of K characters, and wherein the set of K
4   characters excludes one or more characters selected from a set
5   of characters consisting of "{" "}" "|" "\" "^" "[" and "]".

1   Claim 10 (previously presented): A computer-implemented method
2   comprising:
3   a)   representing each of one or more ad properties of an ad
4   with a binary value;
5   b)   concatenating each of the one or more binary values to
6   define a sequence of bits;

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7   c)   encoding the sequence of bits into a sequence of

8   characters, wherein each of the characters is selected from

9   a set of K legal characters; and

10   d)   providing the sequence of characters in a click URL of

11   the ad.

1   Claim 11 (previously presented):   The computer-implemented

2   method of claim 10 wherein the one or more ad properties include

3   ad serving parameters.

1   Claim 12 (previously presented):   The computer-implemented

2   method of claim 10 wherein the one or more ad properties include

3   one or more of: an identity of the ad; an identity of the

4   advertiser; a time the ad was served; a time the ad was

5   rendered; a rendering attribute of the ad; a position of the ad

6   within a Web page; a price that the advertiser will be charged

7   for the impression; a price that the advertiser will be charged

8   for a click; a price that the advertiser will be charged for a

9   conversion; an identity of the server that chose the ad; search

10   conditions that generated the page with which the ad was

11   rendered; a next intermediate URL; a final destination URL; an

12   identity of the ad creative, a topic of the content with which

13   the ad was served; a concept associated with the content with

14   which the ad was served; an identity of the content with which

15   the ad was served; information about other ads that were

16   rendered along with the ad; a geolocation to which the ad was

17   served; and user profile information of the user to which the ad

18   was served.

1   Claim 13 (previously presented):   The computer-implemented

2   method of claim 10 wherein K is no more than 72.

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1 Claim 14 (previously presented): The computer-implemented
2 method of claim 13 wherein K is 64.

1 Claim 15 (previously presented): The computer-implemented
2 method of claim 13 wherein K is 32.

1 Claim 16 (previously presented): The computer-implemented
2 method of claim 13 wherein K is 16.

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 10 wherein the set of K characters excludes one
3 or more characters selected from a set of characters consisting
4 of "control" "space" "<" ">" and "%".

1 Claim 18 (previously presented): The computer-implemented
2 method of claim 10 wherein the set of K characters excludes one
3 or more characters selected from a set of characters consisting
4 of "{" "}" "|" "\" "^" "[" and "]".

1 Claim 19 (previously presented): The computer-implemented
2 method of claim 10 wherein the act of encoding includes
3   i) dividing a number defined by the sequence of bits
4   by K to obtain a result and a remainder,
5   ii) selecting one of the K legal characters using the
6   remainder,
7   iii) setting the number to the result, and
8   iv) repeating acts (i)-(iii) until the result is less
9   than K.

1 Claim 20 (currently amended): Apparatus comprising:
2   one or more processors;
3   at least one input device; and

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4   one or more storage devices storing processor-executable
5   instructions which, when executed by one or more
6   processors, perform a method of:
7   a)   [[means for]] encoding one or more ad properties
8   of an ad and including the one or more encoded ad
9   properties in a click URL, wherein the one or more
10   encoded ad properties include at least one of (1)
11   information indicating how the ad was served, (2)
12   information indicating advertiser charges, and (3)
13   information indicating how the ad was selected as a
14   candidate for serving;
15   b)   [[means for]] serving the ad together with the
16   click URL;
17   c)   [[means,]] in response to a user selection of the
18   ad, [[for]]
19   i)   decoding the one or more encoded ad
20   properties at an intermediate URL server, and
21   ii) forwarding a content rendering facility of
22   the user to an ad landing page.

1   Claim 21 (original): The apparatus of claim 20 wherein the one
2   or more ad properties include ad serving parameters.

1   Claim 22 (previously presented): The apparatus of claim 20
2   wherein the one or more encoded ad properties include
3   information indicating how the ad was served, and wherein the
4   information indicating how the ad was served includes one or
5   more of: a time the ad was served; a time the ad was rendered; a
6   rendering attribute of the ad; a position of the ad within a Web
7   page; information about other ads that were rendered along with
8   the ad; and a geolocation to which the ad was served.

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1   Claim 23 (currently amended): The apparatus of claim 20 wherein
2   the [[means for]] act of encoding one or more ad properties
3   [[represent]] represents the encoded one or more ad properties
4   with characters from a set of K characters, where K is no more
5   than 72.

1   Claim 24 (original): The apparatus of claim 23 wherein K is 64.

1   Claim 25 (original): The apparatus of claim 23 wherein K is 32.

1   Claim 26 (original): The apparatus of claim 23 wherein K is 16.

1   Claim 27 (previously presented): The apparatus of claim 20
2   wherein the encoded one or more ad properties are represented
3   with a set of K characters, and wherein the set of K characters
4   excludes one or more characters selected from a set of
5   characters consisting of "control" "space" "<" ">" and "%".

1   Claim 28 (previously presented): The apparatus of claim 20
2   wherein the encoded one or more ad properties are represented
3   with a set of K characters, and wherein the set of K characters
4   excludes one or more characters selected from a set of
5   characters consisting of "{" "}" "|" "\" "^" "[" and "]".

1   Claim 29 (currently amended): Apparatus comprising:
2   one or more processors;
3   at least one input device; and
4   one or more storage devices storing processor-executable
5   instructions which, when executed by one or more
6   processors, perform a method of:
7   a) [[means for]] representing each of one or more ad
8   properties of an ad with a binary value;

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9   b)   [[means for]] concatenating each of the one or

10   more binary values to define a sequence of bits;

11   c)   [[means for]] encoding the sequence of bits into a

12   sequence of characters, wherein each of the characters

13   is selected from a set of K legal characters; and

14   d)   [[means for]] providing the sequence of characters

15   in a click URL of the ad.

1   Claim 30 (original): The apparatus of claim 29 wherein the one

2   or more ad properties include ad serving parameters.

1   Claim 31 (original): The apparatus of claim 29 wherein the one

2   or more ad properties include one or more of: an identity of the

3   ad; an identity of the advertiser; a time the ad was served; a

4   time the ad was rendered; a rendering attribute of the ad; a

5   position of the ad within a Web page; a price that the

6   advertiser will be charged for the impression; a price that the

7   advertiser will be charged for a click; a price that the

8   advertiser will be charged for a conversion; an identity of the

9   server that chose the ad; search conditions that generated the

10 page with which the ad was rendered; a next intermediate URL; a

11 final destination URL; an identity of the ad creative, a topic

12 of the content with which the ad was served; a concept

13 associated with the content with which the ad was served; an

14 identity of the content with which the ad was served;

15 information about other ads that were rendered along with the

16 ad; a geolocation to which the ad was served; and user profile

17 information of the user to which the ad was served.

1   Claim 32 (original): The apparatus of claim 29 wherein K is no

2   more than 72.

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1 Claim 33 (original): The apparatus of claim 32 wherein K is 64.

1 Claim 34 (original): The apparatus of claim 32 wherein K is 32.

1 Claim 35 (original): The apparatus of claim 32 wherein K is 16.

1 Claim 36 (previously presented): The apparatus of claim 29
2 wherein the set of K characters excludes one or more characters
3 selected from a set of characters consisting of "control"
4 "space" "<" ">" and "%".

1 Claim 37 (previously presented): The apparatus of claim 29
2 wherein the set of K characters excludes one or more characters
3 selected from a set of characters consisting of "{" "}" "|" "\"
4 "^" "[" and "]".

1 Claim 38 (currently amended): The apparatus of claim 29 wherein
2 the [[means for]] act of encoding includes
3   i) [[means for]] dividing a number defined by the
4   sequence of bits by K to obtain a result and a
5   remainder,
6   ii) [[means for]] selecting one of the K legal
7   characters using the remainder,
8   iii) [[means for]] setting the number to the result,
9   and
10   iv) [[means for]] repeating acts (i)-(iii) until the
11   result is less than K.

1 Claim 39 (previously presented): The computer-implemented
2 method of claim 1 wherein the one or more encoded ad properties
3 include information indicating advertiser charges, and wherein
4 the information indicating advertiser charges includes one or

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5 more of: a price that the advertiser will be charged for the

6 impression; a price that the advertiser will be charged for a

7 click; and a price that the advertiser will be charged for a

8 conversion.

1 Claim 40 (previously presented): The computer-implemented

2 method of claim 1 wherein the one or more encoded ad properties

3 include information indicating how the ad was selected as a

4 candidate for serving, and wherein the information indicating

5 how the ad was selected as a candidate for serving includes one

6 or more of: search conditions that generated the page with which

7 the ad was rendered; a topic of the content with which the ad

8 was served; a concept of content with which the ad was served;

9 and an identity of the content with which the ad was served.

1 Claim 41 (previously presented): The apparatus of claim 20

2 wherein the one or more encoded ad properties include

3 information indicating advertiser charges, and wherein the

4 information indicating advertiser charges includes one or more

5 of: a price that the advertiser will be charged for the

6 impression; a price that the advertiser will be charged for a

7 click; and a price that the advertiser will be charged for a

8 conversion.

1 Claim 42 (previously presented): The apparatus of claim 20

2 wherein the one or more encoded ad properties include

3 information indicating how the ad was selected as a candidate

4 for serving, and wherein the information indicating how the ad

5 was selected as a candidate for serving includes one or more of:

6 search conditions that generated the page with which the ad was

7 rendered; a topic of the content with which the ad was served; a

8 concept of content with which the ad was served; and an identity

9 of the content with which the ad was served.